

Marketing Careers

Industry Growth

The United States Bureau of Labor Statistics projects employment of advertising, marketing, promotions, public relations, and sales managers is expected to [increase faster than the average](#) (18-26%) for these occupations through 2014, spurred by intense domestic and global competition in products and services offered to consumers. Employment in different industries, however, will vary.

Source: Bureau of Labor Statistics

The output of US advertising services is forecast to grow at an annual compounded rate of 5.9 percent between 2007 and 2012.

Source: CareerBeam Industry Database: First Research Industry Profile – Advertising and Marketing

Sample Job Titles

Account Manager	Account Executive
Brand Manager	Chief Marketing Officer
Customer Representative	Director of Marketing
Director of Marketing Communications	Director of Sales and Marketing
District Manager	Promotions Manager
Global Marketing Associate	Major or Key Accounts Manager
Market Research Analyst	Marketing Director or Manager
National Account Manager	Marketing Representative
Product Line Manager	Product Manager
Technical Marketing Associate	Commercial Lines Manager
Business Development Manager	Advertising Manager or Director
Marketing Communications	Trade Show Manager

Source: Best KeyWords for Resumes, Cover Letters, and Interviews

Sample Work Environments/Employers

Private Industry	Public Agencies	Advertising
Consumer Product Industry	Internet	Media
Public Relations	Service Industry	Event/Conference/Trade Show Planning

Source: CareerBeam; Industry Guide; Advertising and Marketing

Salary Ranges

Agency	National Low	National High	SF Low	SF High
Vice President, Media/Creative/Art Director	\$88,750	\$161,750	\$115,375	\$210,275
Account Manager (5+ years)	\$53,000	\$75,750	\$68,900	\$98,475
Account Executive (3+ years)	\$42,000	\$57,000	\$54,600	\$74,100
Account Coordinator (1-3 years)	\$32,250	\$41,750	\$41,925	\$54,275
Marketing Manager	\$53,000	\$81,750	\$68,900	\$106,275
Marketing Coordinator	\$36,000	\$49,500	\$46,800	\$64,350
Corporate				
Vice President of Marketing	\$91,750	168,250	\$119,275	\$218,725
Marketing Manager	\$53,500	\$81,750	\$69,550	\$106,275
Marketing Coordinator	\$36,750	\$50,250	\$47,775	\$65,325
Brand/Product Manager	\$61,500	\$100,250	\$79,950	\$130,325
Marketing Communications Manager	\$51,250	\$78,500	\$66,625	\$102,050
Marketing Researcher	\$33,500	\$66,000	\$43,550	\$85,800
Promotion Specialist	\$40,000	\$56,250	\$52,000	\$73,125

SF salaries were calculated using a regional variance of 1.30 times the national averages. Source: The Creative Group Salary Guide

Resume Keywords

Account Management	Account or Customer Retention	Brand management
Business Development	Campaign Management	Competitive Analysis
Competitive Market Intelligence	Competitive Product Positioning	Consultative Sales
Customer Loyalty	Customer Needs Assessment	Customer Satisfaction
Customer Service	Direct Mail Marketing	Direct Response Marketing
Distributor Management	Emerging Markets	Fulfillment
High-Impact Presentations	Incentive Planning	Line Extension
Margin Improvement	Market Launch	Market or Product Positioning
Market Research	Market Surveys	Marketing Strategy
Multimedia Advertising	Multimedia Communications	New Market Development
Product Development	Product Launch	Product Lifecycle Management
Profit & Loss (P&L) Management	Promotions	Public Relations
Revenue Growth/ Stream	Sales Forecasting	Solutions Selling
Strategic Market Planning	Tactical Market Plans	Trend Analysis

Source: *Best KeyWords for Resumes, Cover Letters, and Interviews*

Key Skills and Characteristics

Enthusiasm	Leadership	Creativity
Good Written and Oral Communication	Teamwork	Analytical
Flexible	Risk Taking	Good Judgment & Decision Making

Source: *Vault Career Guide to Marketing and Brand Management*

Additional Resources

GGU Library:

Careers in Marketing by Lisa Stair and Leslie Stair (*Ebrary*)

Resumes for Sales and Marketing Careers (*Ebrary*)

GGUCareers.com:

Top 50 Consumer Product Employers

Vault Career Guide to Marketing and Brand Management

Vault Industry Profiles: Marketing/Brand Management, Advertising, Online/New Media

GGU Career & Internship Services Library:

Best KeyWords for Resumes, Cover Letters, and Interviews, Wendy Enelow

Vault.com Career Guide to Marketing and Brand Management. Jen Goodman

CareerBeam Industry Database: First Research Industry Profile- Advertising & Marketing, Direct Marketing, Market Research

On the Web:

Bureau of Labor Statistics www.bls.gov

O*NET Online <http://online.onetcenter.org/>

Career One Stop www.careeronstop.org

American Marketing Association www.marketingpower.com ; San Francisco chapter www.sfama.org

Direct Marketing Association www.the-dma.org

Product Development and Management Association www.pdma.org

Marketing Research Association www.mra-net.org

Promotion Marketing Association, Inc. www.pmalink.org

Web Marketing Association www.webmarketingassociation.org